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Award-Winning Creative Director
Named Vice President of Long Island Advertising Agency

Addition of Ron Paragallo a 'Natural Fit' for Growing Firm

(HAUPPAUGE, NY, August 9, 2007) – Greenstone/Fontana, Long Island’s fastest-growing advertising agency, continues to make good on its promise to prove itself as the region’s preeminent firm with the addition of the award-winning Ron Paragallo as Vice President – Creative Services.

Paragallo comes to Greenstone/Fontana from L.R. O’Connell Associates, Inc. (Islip, NY) where he was creative director and won more than 50 BOLI (Best on Long Island) awards including two for Campaign of the Year. Prior to that he was senior art director at Biederman Kelly Krimstein & Partners in New York. He also worked for Young & Rubican, Grey Advertising and Wells, Rich, Green, Inc., all in New York City.

Jeanne Fontana, president of Greenstone/Fontana, said, “Ron Paragallo has the incomparable ability to mesh the traditional with the new” for unequalled results.

“By combining a no-nonsense classical approach to design with a dynamic fresh way of thinking, Ron Paragallo has an innate ability to comprehend marketing objectives that allows for superior interpretation,” Fontana said. “This makes him a natural fit to our agency.”

Paragallo has also won Telly, Davey, NY Festivals and ADDY awards for his campaigns. He attributes his success to “the valuable experience I have gotten throughout my career in learning the right way to do things from all the right people.”

The award-winning Greenstone/Fontana has more than doubled in size in the past year, according to CEO Ron Greenstone.

Paragallo resides in Huntington, NY with his wife, Jean, and their three children.

Greenstone/Fontana , the region’s preeminent marketing and media-buying company, is headquartered in Hauppauge, New York. For more information, visit www.greenstonefontana.com or phone (631) 588-5900.

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